

media release

Colorado State Fair
Colorado Department of Agriculture
www.coloradostatefair.com

FOR IMMEDIATE RELEASE

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Things Get Spicy at the Colorado State Fair

PUEBLO, Colo. - Since the Colorado State Fair's hometown of Pueblo is so well-known for its delicious home-grown chilies, it only seems natural to continue the Green Chili Championship and Salsa Challenge at the 2012 Colorado State Fair.

Celebrate the delicious Colorado flavors by stirring up your favorite batch of salsa and chili.

The winner of the Green Chili Championship will claim \$100 and bragging rights. The contest will be held on September 1, 2012; registration is now open with an entry deadline of August 30, 2012.

The winner of the Salsa Challenge will receive \$50 for their flavorful condiment. The contest will be held on September 2, 2012; registration is now open with an entry deadline of August 31, 2012. Participants can then stay to enjoy all the festivities of Fiesta Day!

For contest details, official rules, and a list of other special contests, contact the Colorado State Fair general entry office at 719-404-2080 or visit www.coloradostatefair.com.

The Colorado State Fair runs August 24 – September 3, 2012. For more information, visit www.coloradostatefair.com.

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The 2012 Colorado State Fair will mark the Fair's 140th year as Colorado's premier celebration of agriculture. The Fairgrounds provides nearly \$34 million in economic activity to Colorado throughout the year; \$29 million of that activity is driven by the annual State Fair event. In addition to showcasing Colorado agriculture, the annual event features one of the country's largest traveling carnivals, artwork, crafts, food competitions, thrilling rodeo action, a wide variety of food and merchandise booths and a Fiesta Day honoring Colorado's ties to the Hispanic culture.